

**WOODCARVING**  
ILLUSTRATED MAGAZINE

**SCROLLSAW**  
**woodworking**  
& CRAFTS

## 2026 Advertiser Media Kit



**The World's Leading Magazines for  
today's most passionate wood carvers  
and wood workers!**

**Reach New Highly Engaged Customer and Influencers**

**CONTACT: Barbara Young • 717-286-0635 or 1-800-457-9112, Ext. 154**

**[byoung@foxchapelpublishing.com](mailto:byoung@foxchapelpublishing.com) - [woodcarvingillustrated.com/advertising-media-kit](http://woodcarvingillustrated.com/advertising-media-kit)**



# The World's Leading Magazine for Today's Wood Carver

Reach over **35,500** active paid subscribers and newsstand readers every single issue!

Each quarterly issue of *Woodcarving Illustrated* delivers:

- **Expert guidance** from world-renowned carvers
- **"Inspirational projects that explore every style of woodcarving** — from caricature carving and whittling to chip carving, relief, power carving, and more."
- **Step-by-step instructions & patterns** to build skills and confidence
- **Pro tips on tools, techniques, and finishing**
- **Event listings & carving show updates**

*Woodcarving Illustrated* is more than a magazine — it's your pathway to reaching today's most passionate wood carvers of all skill levels!

# WOODCARVING

ILLUSTRATED MAGAZINE



**Social Media Following — Over 41,000 and growing!**

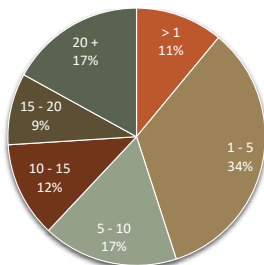
## Get To Know Our Readers

81%  
Male

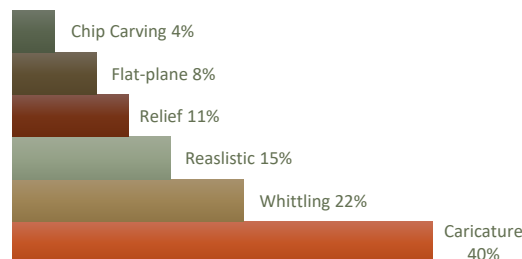
90%  
Age 50+

88%  
Reside in  
the U.S.

Years Woodcarving



Favorite Style of Woodcarving



16K



11.9K



10.4K



1K



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# WOODCARVING

ILLUSTRATED

## 2026 Print Rate Card

### Priority Positions

#### # of ads

Position		1x	2x	3x	4x	5x	6x
	Back Cover	\$2860	\$2405	\$2310	\$2210	\$2080	\$2070
	Inside Front Cover	\$2310	\$1945	\$1865	\$1785	\$1680	\$1670
	Inside Back Cover	\$2310	\$1945	\$1865	\$1785	\$1680	\$1670
	2 Page Spread	\$2530	\$2125	\$2040	\$1955	\$1840	\$1830

### Regular Display

#### # of ads

Ad Size		1x	2x	3x	4x	5x	6x
	Full Page	\$1430	\$1200	\$1150	\$1105	\$1040	\$1035
	⅓ Page	\$1100	\$925	\$890	\$850	\$800	\$795
	½ Page	\$965	\$810	\$775	\$745	\$705	\$700
	⅔ Page	\$745	\$625	\$600	\$575	\$545	\$540
	¾ Page	\$550	\$465	\$445	\$425	\$400	\$390
	⅞ Page	\$415	\$345	\$335	\$320	\$305	\$300
	1 Page	\$280	\$235	\$225	\$220	\$205	\$200

# The World's Leading Resource for Scroll Sawyers Around the World!

Reach over **25,500** active paid subscribers and newsstand readers every single issue!

Each quarterly issue of *ScrollSaw Woodworking & Crafts* delivers:

- **Expert guidance** from world-renowned wood workers and scroll saw artisans
- **"Inspirational projects that explore every style of scroll sawing"** — from intricate fretwork, amazing intarsia to puzzles, layered bowl techniques and segmentation.
- **Step-by-step instructions & full-size pattern pull-out** in every issue.
- **Pro tips on tools, techniques, and finishing**
- **Event listings & woodworking show updates**

*ScrollSaw Woodworking* is more than a magazine — it's your pathway to reaching today's most passionate scroll sawyers of all skill levels!

SCROLLSAW  
**Woodworking**  
& CRAFTS



**Social Media Following — Over 43,000 and growing!**

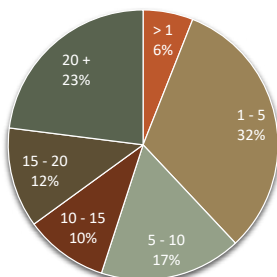
## Get To Know Our Readers

78%  
Male

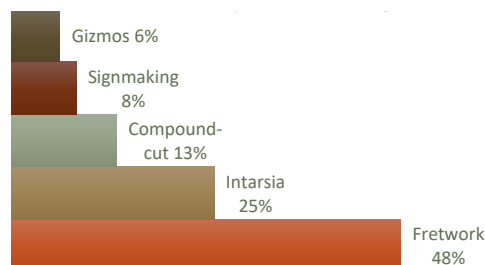
91%  
Age 50+

86%  
Reside in  
the U.S.

Years Scrolling



Favorite Style of Scrolling



14K



3.9K



10.4K



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# SCROLLSAW woodworking & CRAFTS

## 2026 Print Rate Card

### Priority Positions

#### # of ads

Position		1x	2x	3x	4x	5x	6x
	Back Cover	\$2420	\$2035	\$1970	\$1870	\$1760	\$1750
	Inside Front Cover	\$1980	\$1665	\$1630	\$1530	\$1440	\$1430
	Inside Back Cover	\$1980	\$1665	\$1630	\$1530	\$1440	\$1430
	2 Page Spread	\$2310	\$1945	\$1885	\$1785	\$1680	\$1670

### Regular Display

#### # of ads

Ad Size		1x	2x	3x	4x	5x	6x
	Full Page	\$1210	\$1000	\$965	\$935	\$880	\$875
	$\frac{2}{3}$ Page	\$990	\$835	\$800	\$765	\$720	\$715
	$\frac{1}{2}$ Page	\$795	\$665	\$640	\$615	\$575	\$575
	$\frac{1}{3}$ Page	\$595	\$500	\$475	\$460	\$430	\$430
	$\frac{1}{4}$ Page	\$460	\$385	\$370	\$355	\$335	\$330
	$\frac{1}{6}$ Page	\$330	\$275	\$265	\$255	\$240	\$240
	$\frac{1}{12}$ Page	\$240	\$200	\$190	\$185	\$175	\$170

# 2026 Ad Schedule

## Woodcarving Illustrated

Issue Name	Ad Reservation Due	Ad Materials Due	Billing Date	Mails to Subscribers	On Sale Newsstands
WCI #114 Spring	17-Dec	23-Dec	23-Jan	27-Jan	17-Feb
WCI #115 Summer	18-Mar	25-Mar	23-Apr	28-Apr	19-May
WCI #116 Fall	17-Jun	24-Jun	23-Jul	28-Jul	18-Aug
WCI #117 Winter	16-Sep	23-Sep	22-Oct	27-Oct	17-Nov

### Email Newsletter

#### Strop Talk (WCI)

Issue #114	21-May
Issue #115	20-Aug
Issue #116	19-Nov
Issue #117	18-Feb-2027

## Scroll Saw Woodworking & Crafts

Issue Name	Ad Reservation Due	Ad Materials Due	Billing Date	Mails to Subscribers	On Sale Newsstands
SSW #102 Spring	11-Nov	18-Nov	26-Dec	22-Dec	13-Jan
SSW #103 Summer	11-Feb	18-Feb	25-Mar	24-Mar	14-Apr
SSW #104 Fall	12-May	19-May	23-Jun	22-Jun	14-Jul
SSW #105 Winter	12-Aug	19-Aug	23-Sep	22-Sep	13-Oct

### Email Newsletter

#### Short Cuts (SSW)

Issue #102	16-Apr
Issue #103	16-Jul
Issue #104	15-Oct
Issue #105	14-Jan-2027



# Mechanical Specs for Print Ads

**Magazine Trim Size:** 8-3/8"W x 10-7/8"H

**Magazine Bleed Size:** 8-3/4"W x 11-1/4"H (3/16" bleed)

## Ad Sizes:

Full Page	7-1/4"W x 9-3/4"H
2/3 Page	4-3/4"W x 9-3/4"H
1/2 Page Vertical	3-1/2"W x 9-3/4"H
1/2 Page Horizontal	7-1/4"W x 4-3/4"H
1/3 Page Vertical	2-1/4"W x 9-3/4"H
1/3 Page Square	4-3/4"W x 4-3/4"H
1/4 Page Vertical	3-1/2"W x 4-3/4"H
1/6 Page Vertical	2-1/4"W x 4-3/4"H
1/6 Page Horizontal	4-3/4"W x 2-1/4"H
1/12 Page Square	2-1/4"W x 2-1/4"H

## Materials

We prefer PDF files with all fonts and images embedded. We will also accept flattened TIF files or layered PSD files.

All files must be CMYK and 300dpi.

Other formats: Adobe Illustrator .AI files with all fonts converted to outlines, and accompanied by any linked images. Adobe InDesign .INDD or .IDML files, properly packaged with fonts and images.

**\*\*Both of these file types require a laser proof to be provided with the files.**

Submit art files by upload to our ftp site, via WeTransfer, or mail art files on a CD or DVD.

### FTP LOGIN:

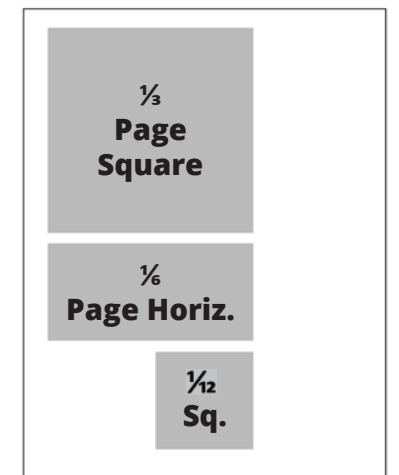
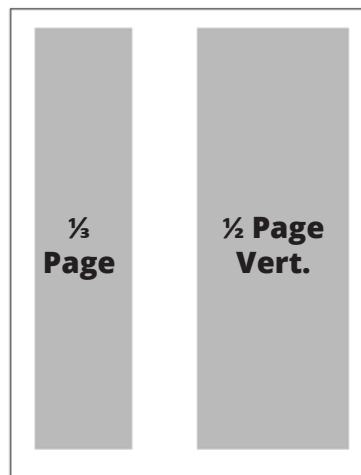
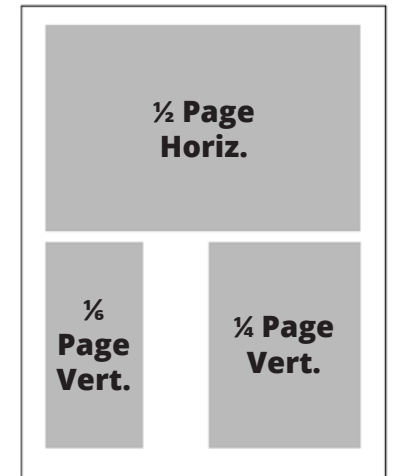
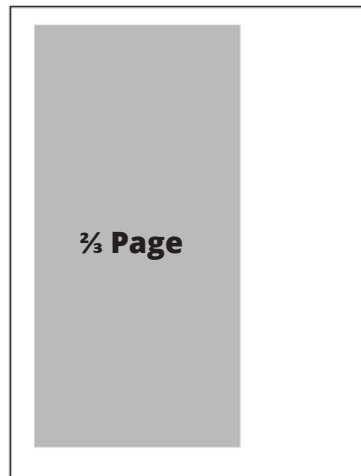
Username: **Mag\_Ads**  
Password: **AdsFox7865!**

## Production Charges

Ad Creation: \$75 per hour, one hour min.

Changes to Ads: \$45 flat fee

Pick ups requiring both photo and type changes billed at \$75 per hour rate.



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## About Fox Chapel Publishing

# Celebrating 35 Years as Your #1 Source for Woodworking Knowledge

For over three decades, we've helped woodworking retailers inspire their customers and boost sales with the industry's most trusted books. From beginner guides to expert techniques, our titles are proven to drive repeat business and deepen customer loyalty.



Reach out today to get our latest woodworking book catalog, explore exclusive retailer discounts, and find out how to keep your shelves stocked with inspiring titles that consistently sell all year long!